

# Community Summit 2009

## Round III: From Vision 2025 into Actions

### **“Keys to Success”**

*During this last exercise, the groups recommended their top 5 priorities to successfully realize the vision for 2025. Two new categories emerged: Responsible City Government and High Quality Elected Officials & Staff.*

#### **Results by Principle**

1. Regional Business Center of Excellence
2. Outstanding Cultural Arts, Educational & Recreational Opportunities
3. Other – Responsible City Government
4. Destination Activity Centers (Tie #4)
5. Other – High Quality Elected Officials & Staff (Tie #4)
6. Superior Mobility (Tie #5)
7. Balanced Development & Redevelopment (Tie #5)

#### **Results by Individual Categories**

1. Superior Mobility
2. Strong City Government / Retention of Quality Employees
3. Quality Jobs / High-End Commercial (Tie)
4. High Standards & Zoning (Tie)
5. Entertainment District

#### **Summary**

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- Top key to success was “Regional Business Center of Excellence” (Principle I). Overall, focus was on the City having a business friendly environment to promote and encourage high quality businesses to locate here, helping to attract a talented workforce and grow a sustainable tax base for the City.
- “Outstanding Cultural Arts, Educational & Recreational Opportunities” (Principle H) was the second key to success, with the Entertainment District and associated venue options mentioned most.
- “Other – Responsible City Government” was the third priority for success, and its focus was on the actions a responsible city government should take.
- “Destination Activity Centers” (Principle E) was identified as the fourth key, and – again – the Entertainment District and associated venue options were mentioned most.
- In a tie for fourth place was the second other category – “High Quality Elected Officials & Staff.”
- In a tie for fifth place were “Superior Mobility” (Principle G) and “Balanced Development & Redevelopment” (Principle J).

# Community Summit: 'Keys to Success'

## Safe Community (Principle A)

### (2) Safety (Groups: 4, 10)

- Strong police presence
  - ~ State of the Art
  - ~ Visibility
  - ~ Coordination
- Safety
  - ~ Citizen involvement
  - ~ Education
  - ~ Development Standards

### (2) Communication with Public (Groups: 5, 8) (Also Included in Principle K)

- Communication lines/ avenues/ technology (*Continue to advance publications, etc.; develop further methods for getting the message out on events, traffic, etc. – such as dynamic messaging signs, etc.*)
- Communication / public relations/ publication (*Translating in different languages is important*)

(4 Total Votes)

## Beautiful Community (Principle B)

### (1) Brazos River Recreation (Group: 1) (Also Included in Principles D, E, H)

- Brazos River Recreation
  - ~ Water, hiking, trails, fishing

### (1) Parks and Trails (Group: 9) (Also Included in Principles E, H)

- Parks and Trails

(2 Total Votes)

## Inclusive Community (Principle C)

### (2) Citizen Involvement (Groups: 6, 10) (Also Included in Principle K)

- Stimulate process of City and citizenry getting together to discuss these issues (*Keep making efforts to include residents in the community*)
  - ~ Keep doing summits like this!
  - ~ City must be the one to take the initiative to meet
  - ~ Keep making everyone feel welcome
- Community Pride (*Encouraging citizens to take advantage of opportunities the City gives them to be involved*)
  - ~ Citizen involvement
  - ~ Community events
  - ~ Citizen/government communication

**(I) Diverse Special Events (Group: 1) (Also Included in Principles H, K)**

- Events to draw all groups together
  - ~ Ethnic diversity, community pride

**(I) Attract young professionals into community (Group: 1) (Also Included in Principle I)**

- Attract young professionals into the community using progressive ideas

**(I) Preservation of Historic Identity (Group: 2) (Also Included in Principle H)**

- Preservation of historical identity

**(I) Inclusiveness (Group: 5)**

- Sense of belonging/community identity/inclusiveness (*City should continue to build on “Community of Respect”*)

**(6 Total Votes)**

## **Environmentally Responsible Community (Principle D)**

**(I) Brazos River Recreation (Group: 1) (Also Included in Principles B, E, H)**

- Brazos River Recreation
  - ~ Water, hiking, trails, fishing

**(I) Green Initiatives (Group: 6)**

- Green Initiatives
  - ~ Influence legislation that adopts green initiatives (reasonable) (*State and Federal levels*)
  - ~ Revise city standards/requirements to fit with what we want to accomplish the area of green initiatives in the future (*We need to do our part to encourage these thing; focus on what type of a city we want to be – not the “how” or costs*)

**(I) Healthy, livable community (Group: 9) (Also Included in Principle H)**

- Healthy, livable community
  - ~ Bikes, physical activity, outdoors
  - ~ Public fitness facilities (*Not just private health clubs; public / affordable options desired*)

**(3 Total Votes)**

## **Destination Activity Centers (Principle E)**

**(3) Entertainment District (Groups: 1, 4, 9) (Also Included in Principle H)**

- Entertainment District (IIII)
  - ~ w/ baseball, performing arts, hotel/convention ctr.
- Complete Brazos River Park and Entertainment Center
- Entertainment District
  - ~ Concert venues
  - ~ Sports venues

**(I) Brazos River Recreation (Group: 1) (Also Included in Principles B, D, H)**

- Brazos River Recreation
  - ~ Water, hiking, trails, fishing

**(I) Parks and Trails (Group: 9) (Also Included in Principles B, H)**

- Parks and Trails

**(I) High Quality Cultural/Entertainment Options – All ages (Group: 2) (Also Included in Principle H)**

- High quality cultural and entertainment options for all ages

**(I) Quality and Diverse Housing Options (Group: 6) (Also Included in Principles F, J)**

- Quality and Diverse Housing Options
  - ~ Review and revise city requirements

**(I) Minor League Team (Group: 12) (Also Included in Principle H)**

- Recruiting a minor league team

**(I) Pedestrian Inter-connectivity (Group: 2) (Also Included in Principle G)**

- Pedestrian interconnectivity between and within activity centers and along waterways
  - ~ Foot traffic

**(9 Total Votes)**

## Great Neighborhoods (Principle F)

**(4) High Standards and Zoning (Groups: 7, 11, 12, 13) (Also Included in Principle J)**

- Maintain high standards and zoning
- Planned Development (*Zoning regulations*)
- Maintain the high standards of city planning
- Maintain zoning and land use

**(I) Quality and Diverse Housing Options (Group: 6) (Also Included in Principle E, J)**

- Quality and Diverse Housing Options
  - ~ Review and revise city requirements

**(5 Total Votes)**

## Superior Mobility (Principle G)

**(6) Superior Mobility (Groups: 2, 6, 9, 10, 11, 12)**

- Less traffic congestion/improved mobility
- Long-range traffic planning
  - ~ 10 years out or more (*Don't think just five years out; needs will change, so integrate with planning now*)
  - ~ Integrate w/ future development and growth planning
- Excellent mobility

- Superior Mobility
  - ~ Inter city transportation (*TREK Express; commuter rail*)
  - ~ Inter govt. relations (*City working with TxDOT and other cities*)
  - ~ Intra city transp. (*Shuttles around Town Square area*)
- Multimodal Transport (*Within SL*)
- Improve mobility (maintain/enhance T-fare and collector system) (include a transit component/rail)\*

**(I) Pedestrian Inter-connectivity (Group: 2) (Also Included in Principle E)**

- Pedestrian interconnectivity between and within activity centers and along waterways
  - ~ Foot traffic

**(I) Transportation from Airports to Hotel (Group: 4)**

- Transportation from Airports, for conventions, etc. (*Transportation from HOU / IAH to major, full-service hotels*)

**(8 Total Votes)**

**Outstanding Cultural Arts, Educational and Recreational Opportunities  
(Principle H)**

**(3) Entertainment District (Groups: 1, 4, 9) (Also Included in Principle E)**

- Entertainment District (IIII)
  - ~ w/ baseball, performing arts, hotel/convention ctr.
- Complete Brazos River Park and Entertainment Center
- Entertainment District
  - ~ Concert venues
  - ~ Sports venues

**(I) Brazos River Recreation (Group: 1) (Also Included in Principles B, D, E)**

- Brazos River Recreation
  - ~ Water, hiking, trails, fishing

**(I) Diverse Special Events (Group: 1) (Also Included in Principle C, K)**

- Events to draw all groups together
  - ~ Ethnic diversity, community pride

**(I) Preservation of Historic Identity (Group: 2) (Also Included in Principle C)**

- Preservation of historical identity

**(I) High Quality Cultural/Entertainment Options – All ages (Group: 2) (Also Included in Principle E)**

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**(I) Healthy, livable community (Group: 9) (Also Included in Principle D)**

- Healthy, livable community
  - ~ Bikes, physical activity, outdoors
  - ~ Public fitness facilities (*Not just private health clubs; public / affordable options desired*)

**(I) Minor League Team (Group: 12) (Also Included in Principle E)**

- Recruiting a minor league team

**(I) Parks and Trails (Group: 9) (Also Included in Principles E, B)**

- Parks and Trails

**(I) Education (Group: 7)**

- Education
  - ~ Continue to partner with institutions of higher learning
  - ~ City must work with the school districts to maintain quality education

**(II Total Votes)**

<b>Regional Business Center of Excellence (Principle I)</b>
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**(4) Quality jobs / High End Commercial (Groups: 2, 3, 4, 9)**

- Quality jobs and high-end commercial development / recruitment (*Economic Development focus*)
- Influence the city environment for economic growth (*Standards for Economic Development incentives should remain high; high quality businesses bring more high quality businesses*)
- Premier Employment Center (*Biggest way to address mobility issues is to create jobs here; give people a reason to stay in Sugar Land for all needs*)
- Excellent employment opps.
  - ~ Higher education /
  - ~ Hi-technology/park research center

**(2) Business friendly (Groups: 2, 12)**

- Business-friendly environment (*Economic Development Focus*)
- Business-friendly environment

**(2) City's role in attracting technically advanced and talented workforce (Groups: 8, 13)**

- Market the City (w/in already established educational cities) (*To recruit employees/businesses in locations with highly educated populations*)
- City's role in attracting a technically advanced and talented workforce

**(2) Growing Sustainable Tax Base (Groups: 5, 13) (Also Included in Principle J)**

- Strong financial base
- Growing, sustainable tax base (*Commercial and retail*)

**(I) Attract young professionals into community (Group: 1) (Also Included in Principle C)**

- Attract young professionals into the community using progressive ideas

**(I) Prison Property / Tract 2 = Business Park (Group: 4)**

- Prison Property/ Tract II as Business Park (*City has a great plan; do it!*)

**(I) National and Local Economic Conditions (Group: 3)**

- National and local economic conditions

**(I) World Class Medical Center (Group: 12)**

- Create a destination, world-class medical center

**(1) International business attraction (Group: 13)**

- Attraction and diversification of international business

**(15 Total Votes)**

## Balanced Development & Redevelopment (Principle J)

**(4) High Standards and Zoning (Groups: 7, 11, 12, 13) (Also Included in Principle F)**

- Maintain high standards and zoning
- Planned Development (*Zoning regulations*)
- Maintain the high standards of city planning
- Maintain zoning and land use

**(2) Growing Sustainable Tax Base (Groups: 5, 13) (Also Included in Principle J)**

- Strong financial base
- Growing, sustainable tax base (*Commercial and retail*)

**(1) Quality and Diverse Housing Options (Group: 6) (Also Included in Principles E, F)**

- Quality and Diverse Housing Options
  - ~ Review and revise city requirements

**(1) Proper Balance of Economic Development (Group: 7)**

- Proper balance of economic development (commercial, residential and retail) (*Existing balance is good; continue balanced approach – it is what sets us apart*)

**(8 Total Votes)**

## Community Pride in Sugar Land (Principle K)

**(2) Communication with Public (Groups: 5, 8) (Also Included in Principle A)**

- Communication lines/ avenues/ technology (*Continue to advance publications, etc.; develop further methods for getting the message out on events, traffic, etc. – such as dynamic messaging signs, etc.*)
- Communication / public relations/ publication (*Translating in different languages is important*)

**(2) Citizen Involvement (Groups: 6, 10) (Also Included in Principle C)**

- Stimulate process of City and citizenry getting together to discuss these issues (*Keep making efforts to include residents in the community*)
  - ~ Keep doing summits like this!
  - ~ City must be the one to take the initiative to meet
  - ~ Keep making everyone feel welcome
- Community Pride (*Encouraging citizens to take advantage of opportunities the City gives them to be involved*)
  - ~ Citizen involvement
  - ~ Community events
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**(1) Diverse Special Events (Group: 1) (Also Included in Principles C, H)**

- Events to draw all groups together (
  - ~ Ethnic diversity, community pride)

**(5 Total Votes)**

<b>Other – High Quality Elected Officials &amp; Staff</b>
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**(5) Strong City Government / Retention of Quality Employees (Groups: 3, 5, 7, 11, 13)**

- High caliber elected officials and staff (*Retention*)
- Strong City government / retention of qualified employees
- Maintain quality city staff
- Train and retain quality employees
- Recruiting, developing and maintaining highest quality City staff

**(2) Knowledgeable and forward thinking City Management (Groups: 1, 4)**

- Knowledgeable, Forward Thinking and Decisive City Management
- Proactive Government – ED (*Proactive government in all areas, but especially in Economic Development; no less than 30% commercial, even more if possible*)

**(2) Stable Elected City Government (Groups: 3, 5)**

- High caliber elected officials and staff (*Retention*)
- Stable city government (elected)

**(9 Total Votes)**

<b>Other – Responsible City Government</b>
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**(2) Stay focused on main goals (Groups: 3, 11)**

- Stay focused on the main goals trying to achieve for community
- Community buy-in / acceptance (*Of the vision*)

**(2) Fiscal Responsibility (Groups: 7, 12)**

- Fiscal responsibility (*Felt we do a great job; continue to plan ahead; management of fiscal responsibility remains strong*)
- Fiscal responsibility

**(2) Public Private Partnerships (Groups: 8, 11)**

- Partnering (public private) (*Continuation of things already doing*)
- Public/Private partnership (*Continue to pursue*)

**(1) Bold Step (Group: 6)**

- Take a Bold Step on something, anything and do it soon (*ex. Concert venue, ballpark, etc – No matter what, just do it; keep reinventing; we want regional/national recognition; we want to be a leader in the region*)

**(1) Strong Political Representation at all Levels (Group: 7)**

- Strong political representation of Sugar Land at the local, state and fed levels



**(I) Take advantage of federal \$\$ (Group: 8)**

- \$= take advantage of federal funding

**(I) Planning/ Quick implementation of Major CIP projects (Group: 8)**

- Planning / quick implementation (*ex. University Blvd.; major, long-term CIP projects*)

**(10 Total Votes)**

<b>Other</b>
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**(I) Air Conditioned City (Group: 11)**

- Air Conditioned City

**(1 Total Vote)**